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TO: Director General Of The Patent Office Yukio Miyake, Esq.

Title Of The Invention

Automatic Information Marketing Machine

Inventor

Address: Hitachi Seisakusho K. K. [Hitachi, Ltd.]
Kaden Kenkyusho [Kaden Laboratories]
Yoshida Cho, 292 Banchi
Totsuka Ku, Yokohama Shi

Name: Kaoru Nishiguchi (and 2 others)

Patent Applicant

Address: Marunouchi 1 Chome, 5 Ban, 1 Go
Chiyoda Ku, Tokyo To

Name: Hitachi Seisakusho K. K. (510)

Representative: Hirokichi Yoshiyama

Agent

Address: 651 Maru Building, Marunouchi 2
Chome, 4 Ban, 1 Go
Chiyoda Ku, Tokyo To 100

Name: Patent Agent (6835) Junnosuke
Nakamura

Telephone: 214-0502

List Of Appended Documents

- (1) Letter of Attorney 1 document
- (2) Specification 1 document
- (3) Drawings 1 document
- (4) Copy of the Application 1 document

Inventors Other Than The Above

Address: Hitachi Seisakusho K. K.
Kaden Kenkyusho
Yoshida Cho, 292 Banchi
Totsuka Ku, Yokohama Shi

Name: Takeshi Murakami

Address: Same as above

Name: Shin'ichi Fukushima

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[Illegible]

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Specification

Title Of The Invention

Automatic Information Marketing Machine

Scope Of Patent Claim

1. Automatic information marketing machine characterized in that it is constructed from: (a) means of selecting specified information from its stored information, (b) means of outputting the information selected, and (c) means of calculating and receiving the payment for outputted information.
2. Automatic information marketing machine, within the automatic information marketing machine described in Scope of Patent Claim Paragraph 1, characterized in that it has as means for storing information: (a) information memory that is manually updatable, (b) information memory that is rewritable with signals from an information memory service office external to the console, and (c) at least one or more information memories maintained in the said information service office.
3. Automatic information marketing machine, within the automatic information marketing machine described in Scope of Patent Claim Paragraph 1, characterized in that the said information is first selected by a selection means, the selected information is printed by copying, and the information printed by copying is outputted.

4. Automatic information marketing machine, within the automatic information marketing machine described in Scope of Patent Claim Paragraph 1, characterized in that it has as means of storing the said information: (a) the said information memory that is manually updatable, (b) the said information memory that is rewritable with signals from an information memory service office, and (c) at least two or more information memories maintained in the said information service office, and the said means for calculating and receiving payment receives a different payment depending on the information memory that is maintained by the memory selected.

Detailed Explanation Of The Invention

The present invention is one that relates to automatic information marketing machines that are placed on streets and that sell information to consumers inexpensively.

Prior means of presenting information to users have been such as publications, broadcasting and facsimile.

Presenting information in publications is ordinarily done by having a central printing apparatus in place, printing by assuming a demand without directly relying on demands from individual users, and then distributing to distribution points and waiting for an unspecified number of users to buy what was printed, and this has various deficiencies as follows. That is, there are many fields in which it has actually become impossible to publish with an economic payoff because there

are cases when the demand for information is not entirely known and consequently there is a very high cost in the price per publication unit, and even after a publication is published there are many cases that require a person to walk around looking for it, which involves much effort, time and [illegible word]. Since there is no agreement on the types of information that the many consumers demand, there are also cases when information that is not demanded by consumers is pawned off and sold to them as is seen in newspapers and periodical publications, and in these cases the price of the information they actually need is comparatively high. Further, it is necessary to maintain distribution routes and utilize many small stands for marketing and there are useless returned goods when demand estimates are wrong, which necessarily have an effect on publication costs.

Broadcasting is to a certain extent beneficial for presenting information that loses its value in a short time period such as weather maps, but a person must sit in front of a receiver at broadcast time and must accept time restrictions in order to receive wanted information from a broadcast.

Facsimile makes it possible to present required recent information such as a weather map quickly when needed, but large numbers of ordinary consumers find it economically difficult to acquire costly facsimile receivers.

The present invention has the object of presenting automatic information marketing machines at multiple street locations, which at low cost and in response to consumer demand market various types of useful information that has been difficult or impossible to obtain, thus doing away with the defects of prior presentation means as described above.

The automatic information marketing machine relating to the present invention is characterized in that it is constructed from: (a) means of selecting prescribed information from its stored information, (b) means of outputting the information selected, and (c) a fee payment means for calculating and receiving payment for the outputted information.

The present invention will next be explained in detail while following the drawings.

Fig. 1 is an external view of an automatic information marketing machine relating to the present invention. In the figure, 6 is an automatic information marketing machine console, with a [illegible word] transparent canopy furnished on its upper end front surface. 5 is lamp indicating the fact that the information marketing machine is in operation, and 2 is a table of information contents where numbers and information contents are indicated. 1 is a set of ten information selection pushbuttons given numbers from 0 to 9, 8 is a coin insertion opening, 3 is a lamp indicating insufficient payment and 9 is a coin dish.

Fig. 2 is a block diagram that explains the functions of the automatic information marketing machine relating to the present invention. The diagram explains the respective constructions of the above mentioned storage means, selection means, output means and payment receipt means. The memory means are constructed from information memory 10 having a file of eight sheets of microfiche film and a file of one sheet of photochromism film, facsimile receiver 13, switch device 17, information rewriter 19 and information service office 18 connected into console 6 by telephone line 7 furnished outside of console 6. The selection means is constructed of pushbuttons 1 and automatic dialing apparatus 20. The output means comprises information sending device 12 and information exit 4. The payment receipt means is constructed from payment insertion opening 8, payment box 14, lamp 3, information output verifier 16, payment box counter 15 and coin dish 9.

This automatic marketing machine stores three types of memory: fixed information, semi-fixed information and fluid information. Fixed information is information that does not require updating for a comparatively long period of time, it is stored on the microfiche film of information memory 10, and updating of this information is done by exchanging the microfiche film when the person responsible makes his rounds of the automatic marketing machines to collect the money.

Fluid information is information that requires frequent or hourly updating such as weather forecasts and market prices, and this information is maintained at the service office and is updated at service office 18. Semi-fixed information is information such as guides to events that cannot wait until the collection round for information updating but that still will not have to be maintained at service office 18, it is stored in the photochromism file of information memory 10, and updating of this information is done by rewriting from service office 18.

The rewriting above is explained by Fig. 3. To accomplish this rewriting, information rewrite signals 30 are sent from service office 18 over telephone line 7. These information rewrite signals 30 comprise telephone calling number 31, rewrite signal 32, information number 33, erasure signal 34 and information rewrite signal 35. When these signals are sent, first the automatic marketing machine is called by telephone calling number 31, and then they pass through switching device 17 to rewrite device 19 by means of rewrite signal 32. Next, by means of information number 33 the photochromism film that needs updating (which is file number 9 of the photochromism file) is moved to the proper horizontal, and infrared lamp 21 is lit by erasure signal 34 to irradiate photochromism film through mask 28 and erase the information. Then rewrite light source 22 and scanner 23 are

activated by information rewrite signal 35 to write information.

The methods of information presentation for each type of information will be explained next. In the case of fixed information, information numbers for columns headed by 1 to 8 are selected by pushing a pushbutton 1. For example when 572 is selected, file number 5 is taken out from the 9 sheets of files by means of the first digit 5 as shown in Fig. 4, then the vertical position is selected by the number 7 and finally the horizontal position is selected by the number 2, so that the selected microfiche film shifts to the proper horizontal of lens 25, and light source 26 is lit to irradiate dry silver paper 11, which is heat fixed and outputted from information exit 4 by belts and rollers.

In the case of semi-fixed information, when a pushbutton 1 is pressed to select an information number from the 3 columns headed by 9, a single photochromism film is selected from file number 9 in the same manner as for the fixed information, and this information is output from information exit 4.

In the case of fluid information, as explained in Fig. 5, when an information number is selected from the 4 columns headed by 0 by pressing a pushbutton 1, the automatic dial apparatus is activated by the first digit 0 and connects with service office 18 through telephone line 7. The numbers in the

other three columns are information numbers, and the information corresponding to these numbers is sent as facsimile signals from service office 18. At the beginning of these signals there is a signal that distinguishes from the rewrite signal of semi-fixed information, so that the facsimile signal flows automatically into facsimile receiver 13 by means of switch device 17 to record the information, and this recorded information is outputted from information exit 4 by sending device 12.

The fee payment means will be explained next using Fig. 2. When the payment is inserted into payment box 14 from payment insertion opening 8, an inserted payment signal flows to payment box counter 15. On the other hand, pushbutton 1 sends a signal indicating the payment class to payment box counter 15 simultaneously with the information selection. The payment class can be indicated because of the selection of fixed information in the 3 columns headed by 1 to 8, or semi-fixed information from the columns headed by 9 or fluid information from the 4 columns. Payment box counter 15, having received the money inserted signal and the money class indication signal, then receives a signal that information was output from output verification device 16, compares the money received to the fee, and when the money received is too much it sends the difference to coin dish 9, or when the money received is too little it creates a display with lamp 3. The said payment

classes have been previously displayed on table of information contents 2.

As explained above, the automatic information marketing machine relating to the present invention has the great effect of making it possible easily and inexpensively to obtain various kinds of useful information that are difficult or impossible to have at hand.

The above example can be worked with combinations of apparatus and mechanisms that are already in practical use, and has no technical problems. The above example was explained in order to show the basic instruction, it is natural and proper to envisage attaching various types of incidental auxiliary equipment or adopting payment systems such that do away with payment when the information is combined with an advertisement, and it is a matter of course that other things can be adopted as mechanisms of each of the means as may be required. Further, it is also possible to divide it into a fixed information automatic marketing machine, a semi-fixed information automatic marketing machine and a fluid information automatic marketing machine.

Although the above describes a paper automatic information processing machine that offers paper having characters, codes and diagrams recorded on the paper surface, examples of the present invention include such as image information automatic marketing machines offering

information as images, ones having magnetic tape as the storage means or speakers as the output means, and acoustic information automatic marketing machines that offer information as sounds.

Brief Explanation Of The Drawings

Fig. 1 is an external view of a paper-based automatic information marketing machine relating to the present invention, Fig. 2 is a block diagram that explains its functioning, Fig. 3 is an explanatory diagram of the rewriting of semi-fixed information, Fig. 4 is an explanatory diagram of the method of producing fixed information, and Fig. 5 is an explanatory diagram of the method of producing fluid information.

- 1 Information selection pushbuttons
 - 2 Table of information contents
 - 3 Lamp
 - 4 Information exit
 - 6 Console
 - 7 Telephone line
 - 9 Coin dish
 - 10 Information memory
 - 11 Dry silver paper
 - 12 Sending device
 - 13 Facsimile receiver
 - 14 Payment box
 - 15 Payment box counter
-

- 16 Information output verifier
- 17 Switch device
- 18 Information memory service office
- 19 Information rewriter
- 20 Automatic dial apparatus

Agent: Patent Agent Junnosuke Nakamura

Fig. 1

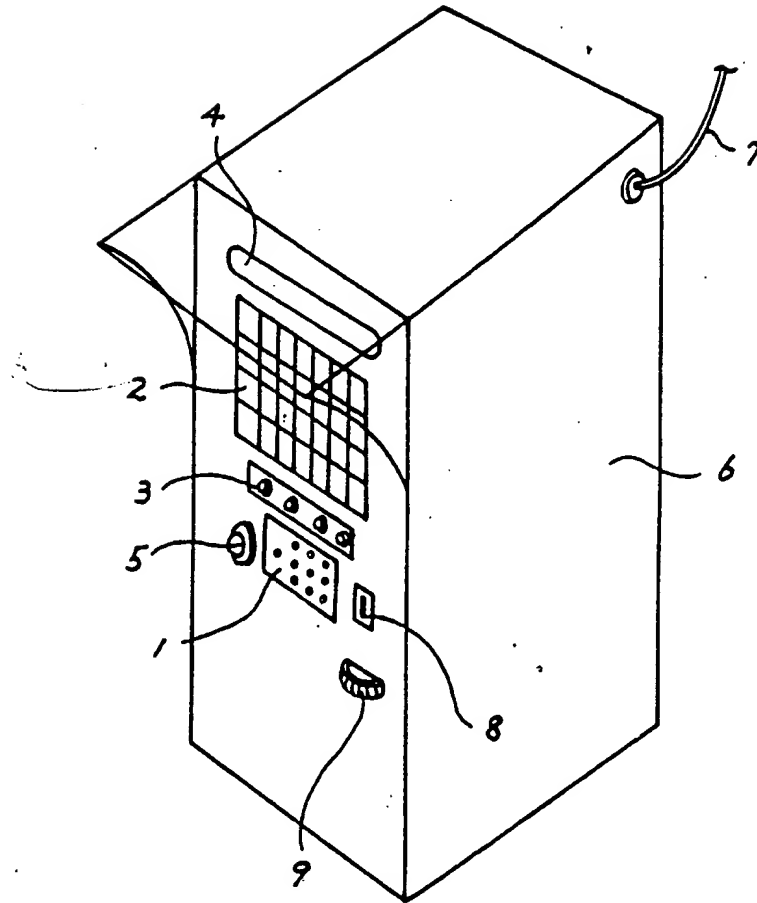


Fig. 2

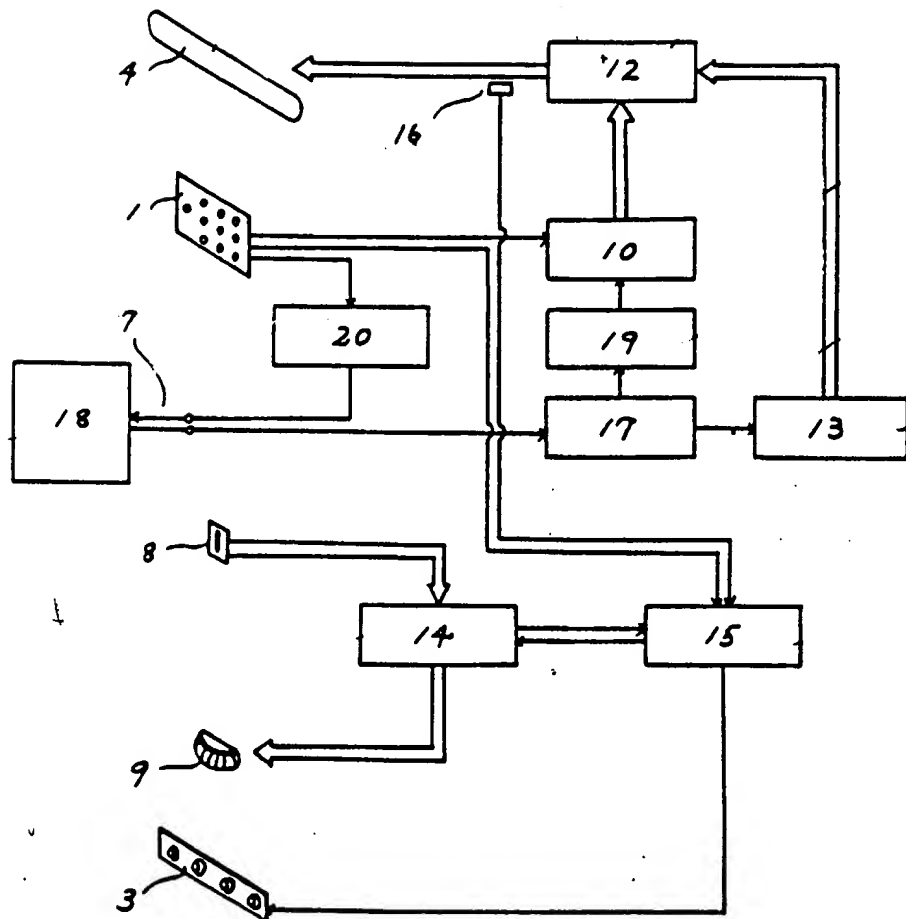


Fig. 3

